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<sup>1</sup>Unique citation designation number. <sup>2</sup>See attached Kinds of U.S. Patent Documents. <sup>3</sup>Enter Office that issued the document, by the two-letter code (WIPO Standard ST. 3).

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<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)		<b>Complete if Known</b>			
		Application Number	09741959		
		Filing Date	12/20/001		
		First Named Inventor	KRISHNA VENKATRAMAN		
		Group Art Unit			
Examiner Name					
Sheet	2	of	2	Attorney Docket Number	DEM1P005

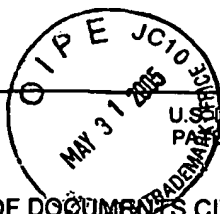
OTHER PRIOR ART-NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>
Jm	BA	ROSSI, DELURGIO, & KANTOR; "MAKING SENSE OF SCANNER DATA;" <i>HARVARD BUSINESS REVIEW</i> , REPRINT F00205	
	BB	BUCKLIN & GUPTA, "BRAND CHOICE, PURCHASE INCIDENCE, AND SEGMENTATION: AN INTEGRATED MODELING APPROACH," <i>JOURNAL OF MARKETING RESEARCH</i> , MAY 1992, PP. 201-215, VOL. XXIX	
	BC	SMITH, MATHUR, & KOHN; "BAYESIAN SEMIPARAMETRIC REGRESSION: AN EXPOSITION AND APPLICATION TO PRINT ADVERTISING;" JANUARY 3, 1997; AUSTRALIAN GRADUATE SCHOOL OF MANAGEMENT, UNIVERSITY OF NEW SOUTH WALES, SYDNEY 2052, AUSTRALIA	
	BD	BLATTBERG AND DEIGHTON, "MANAGE MARKETING BY THE CUSTOMER EQUITY;" <i>HARVARD BUSINESS REVIEW</i> , JULY-AUGUST 1996, PP. 136-144	
	BE	CHRISTEN, GUPTA, PORTER, STAEIN, & WITTINK; "USING MARKET-LEVEL DATA TO UNDERSTAND THE EFFECTIVENESS OF PROMOTIONAL ACTIVITIES;" DECEMBER 22, 1995	
	BF	LINK, "ARE AGGREGATE SCANNER DATA MODELS BIASED?," <i>JOURNAL OF ADVERTISING RESEARCH</i> , SEPTEMBER/OCTOBER 1995, PP. RC8-RC12, ARF	
	BG	RUSSELL & KAMAKURA, "UNDERSTANDING BRAND COMPETITION USING MICRO AND MACRO SCANNER DATA," <i>JOURNAL OF MARKETING RESEARCH</i> , VOL. XXXI (MAY 1994), PP. 289-303	
	BH	JONES, "THE DOUBLE JEOPARDY OF SALES PROMOTIONS," <i>HARVARD BUSINESS REVIEW</i> , SEPTEMBER-OCTOBER 1999, PP. 145-152	
	BI	BUZZELL, QUELCH, & SALMON; "THE COSTLY BARGAIN OF TRADE PROMOTION;" <i>HARVARD BUSINESS REVIEW</i> , REPRINT 90201, MARCH-APRIL 1990, PP. 1-9	
	BJ	CURRY, DIVAKAR, MATHUR, & WHITEMAN; "BVAR AS A CATEGORY MANAGEMENT TOOL: AN ILLUSTRATION AND COMPARISON WITH ALTERNATIVE TECHNIQUES;" <i>JOURNAL OF FORECASTING</i> , VOL. 14, ISS NO. 3 (1995), PP. 181-199	

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TO COMPLY WITH 37 C.F.R. 1.56

APPLICANT

VENKATRAMAN

FILING DATE  
12/20/00GROUP  
3624

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL*	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE

## FOREIGN PATENT DOCUMENTS

DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	TRANSLATION	
					YES	NO

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

AA	Scherage, Dan, "You Do the Math," Chain Store Age, v76, n7, July 2000.
AB	"Gymboree Enhances Price Management," Retail Systems Alert, Volume 13, Number 6, June 2000.
AC	Binkley, James K.; Connor, John M., "Grocery Market Pricing and the New Competitive Environment." Journal of Retailing, v74, n2, Summer 1998.

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